

NEW METROPOLITAN PERSPECTIVES 2022

FOCUS SESSIONS - FS

FS-IC09

CULTURAL TOURISM FOR DEVELOPMENT OF HISTORIC VILLAGES

Keywords: Depopulation and General Services; Infrastructure; Urban Regeneration and Identity; Circular Bioeconomy; Community Project.

The Villages and the historical Towns are the card-image of the Italian landscape, especially abroad, because they represent the Beauty of our common History and shared Identity.

They are also the strong skeleton of our widespread administrative organization.

Unfortunately, above all in these last two decades, the Villages and the Historical Towns are living a deep transformation that underlines some critical aspects that need ready care.

The constant depopulation from the Villages and the Old Towns towards the towns - caused by a shortage of general services (e.g. schools, health centers, banks, postal services, shops...), beyond to poor ways of infrastructure – really appears worry and it must be stopped by serious general policies.

It needs to rethink a general policy for safeguarding the identity of these places by an efficient urban regeneration, open to the new current challenges, as the circular bioeconomy that can allow more autonomy to the local community and favor the community projects because they aim to value the places and add a sense of belonging to the people. The main challenge is to protect and allow the development of these places.

It is also important to plan the places' regeneration thinking to a wide territory and not only to a small part of it: the Villages and the Historical Towns are inserted in a more great scenario and to support them, it needs to think in a global and not local way.

CHAIRS

Valeria Lingua - University of Florence

Associate Professor on Urban and Regional Planning at the Department of Architecture of the University of Florence, where she acts as Scientific Director of the Regional Design Lab. She is Ambassador for Italy of the Regional Studies Association – RSA and coordinator of the AESOP Thematic Group on Regional Design and has been an affiliate academic in prestigious Universities and research groups: Bartlett School of Planning, University College of London (2014), Delft University of Technology (2016), Paris Sorbonne University (2018).

Lorenzo Piazza - University of Florence

Architect. He worked professionally in Tuscany, mainly dealing with territorial planning, urban planning and design, landscape planning and design. He is the Former Head of the Central Section AIAPP (Italian Association of Landscape Architecture) and Vice-President of the Tuscan Section INU (National Institute of Urban Planning), he was a member of the Scientific Committee of the Biennale del Landscape (Tuscany Region) and was Adjunct Professor at the Master of Landscaping organized by University of Florence.

Rosa Maria Musco - Borghi Italia Tour Network

General Manager on the international trade, branding and marketing at Borghi Italia Tour Network srl. In 2014 she founded the tour operator Borghi Italia Tour Network for the association I Borghi più belli d'Italia. During the last 25 years, she gained an important activity of internationalization of Italian Culture in the world. Currently, Ms. Rosa Maria Musco is also Project Leader of Branding and Marketing of Ruritage - Rural Regeneration through systemic heritage-led strategies.

Elisabetta Giudrinetti - Borghi più belli d'Italia

Journalist. She is specialized in institutional press offices. Editor of TSDtv network and author of some Tv formats. Europlanner and consultant on European issues for small Municipalities. Since 2012 to 2020 she was consultant for the Municipality of Kefalonia (Greece) for international Public Relations. She was visiting Professor (University of Salento, University of Siena, European School of Economics) and in private Education Institutions (PROMO P.A., SAL-Stogea). She is the coordinator and president of The most beautiful Italian villages in Tuscany association.